PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: Mr. Jim Hill

Date: September 22, 1972

From: Claude Beck

Subject: Other Promotions

Here is a revised estimate of "Other Promotions" spending for 1972. Details by category are on the attached pages.

BUDGET	$1,648,000
HORSE RACING PROGRAMS	203,600
BASEBALL PROGRAMS	103,800
FOOTBALL PROGRAMS	84,100
TENNIS & GOLF PROGRAMS	15,800
MISCELLANEOUS PROGRAMS	23,400
STADIA SIGNS	764,300
VENDING	453,000
	$1,648,000

Claude

CB:jb

cc: Mr. J. Thompson
Mr. R. Cremin
Mr. J. Morgan
Mr. J. Granville
Mr. T. Keim
Mr. R. Fitzmaurice
Mr. R. Banaszek
Mrs. B. Harper
Mrs. M. Saenger
Miss. M. Leavy
Miss. E. Merlo

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